Final deliverables: Business Model Canvas



Industrial: Evian, Coca Cola, Carrefour and all other companies that use a lot of disposable plastic

SciencesPo: Alumni, student network, administration easy to contact and interact with them

Public Institutions : Mairie de Paris

NGOs and associations : WWF , ZeroWasteFrance, Alternatiba. They can help us to be know by a higher number of people and share with us their know-how and their best practices



Campaignon social media to inform people through an innovative and disruptive pedagogic approach.

Understanding who reads our post, monitoring the performance of our page, who are the people who invest themselves in the project

Key Resources



Talents and diversity of the team SciencesPo Network and SciencesPo **Environment Association**



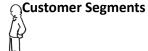
Value Propositions

Creation of a label for industrial companies that show to the consumers their commitment to limit their use of disposable plastic. Help to bring their products to light in supermarkets shelfs Propose alternatives and new solutions to help people who are already aware of the problem. Alert and sensitize people to make them aware of this issue and make them change their habits.

We are totally independent and specialize on plastic through our campaigns and label



Likes, ratings and comments on the Facebook page. Sharing of the posts.



Producers (industrial companies) : Sell products with big amount of disposable plastic.

Concerned People: People who already be careful about their consumption and use of disposable plastics.

Non Concerned People: People who don't know about the issue of plastic pollution and don't feel concerned about it.

Channels



Campaign with Posters and QR codes to access Social Medias pages (Facebook 250 likes and growing + Twitter + Instagram) and join the movement **Influcencers and Youtbers** Conferences

Cost Structure

Conferences costs Printing costs Team Costs

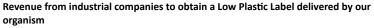


Risks: Social opposition, Incompressible needs in certain areas refractories to change

Revenue Streams

Crowdfunfing

SciencesPo Grant



Use of zero waste material and creation of a community around the communication campaign



Social and environmental costs

Consumption of energy for our Facebook page and our promo:on. Use of paper and ink for our campaingn posters.

Social opposition, incompressible needs in certain areas, refractories to change



Social and environmental benefits

Reduce the consumption of disposable plastic in France, within 5 years, knowing that industries encourage their consumption.

Encourage Zero Waste consumption

Creation of a community.

Source: http://www.businessmodelgeneration.com